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# SUBURBAN FIBERCO SELECTS BABCOCK FOR AGGREGATION AND CLOUD DELIVERY OF 30 CHANNELS

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**...it is essential that this is instantly available whenever our customers want it...**

**Bruce Ayonote, CEO of Suburban FiberCo**

Suburban FiberCo's television platform, Legend TV, is employing Babcock's unique combination of satellite, fibre and internet cloud delivery for the aggregation and distribution of 30 channels. Multiple satellite and fibre feeds from all around the world deliver premium HD content to Babcock's central London facility. Here, Babcock monitors the channels and distributes them to Suburban's platform via their unique Internet Cloud Delivery service.

Leah Holding, Babcock's Director of Media Services, said: "Our facilities and network are the perfect fit for content aggregation broadcasters who draw programming from numerous international sources and then deliver their channels across multiple regions. With more and more

organisations requiring such complex global distribution, we are continuing to invest in the expansion of our global network and facilities to best meet this growing need. Suburban FiberCo's selection of our Internet Cloud Delivery service puts them at the cutting edge of TV distribution thanks to its ability to deliver multiple channels anywhere in the world at an exceptionally cost-effective price."

Bruce Ayonote, CEO of Suburban FiberCo, said: "As

part of our Legend TV Service we provide our customers with premium entertainment content, so it is essential that this is instantly available whenever our customers want it: Babcock takes this very seriously. It has made our highly complicated acquisition of channels from various satellites and fibre

networks appear simple, while their Internet Cloud Delivery Service has provided real economies without compromising on quality. We chose Babcock because of their expertise, and they are making everything so easy for us."

